



STATE OF MICHIGAN
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
LIQUOR CONTROL COMMISSION

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In the matter of the request of)
LOTTE BEVERAGE AMERICA CORP.)
3600 Wilshire Blvd, #836)
Los Angeles, CA 90010)
_____)

At the February 11, 2014 meeting of the Michigan Liquor Control Commission
(Commission) in Lansing, Michigan.

PRESENT: Andrew J. Deloney, Chairman
Dennis Olshove, Commissioner
Teri L. Quimby, Commissioner

ADMINISTRATIVE ORDER NO. 2014-01
SPIRIT PRODUCT DISTRIBUTION REQUEST

Lotte Beverage America Corp. (vendor of spirits), at the above-noted location, has an existing written agreement or contract with the Authorized Distribution Agent(ADA), Chinese Import & Export, for the Chum-Churum and Saan Soju brands. Lotte Beverage America Corp. has submitted a written request for permission to distribute their Chum-Churum and Saan Soju brand name spirits through ADA, General Wine & Liquor Co., effective May 4, 2014.

Under Article IV, Section 40, of the Constitution of Michigan (1963), the Commission shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. MCL 436.1201(2) provides the Commission with the sole right, power, and duty to control the

alcoholic beverage traffic and traffic in other alcoholic liquor within this state, including the manufacture, importation, possession, transportation and sale thereof.

After reviewing the request and discussion of the issue at the meeting, the Commission finds that based on the information received this request should be approved.

THEREFORE, IT IS ORDERED that:

- A. The request made by Lotte Beverage America Corp. to distribute their Chum-Churum and Saan Soju brand name spirits through General Wine & Liquor Co. effective May 4, 2014 is hereby APPROVED.
- B. Lotte Beverage America Corp. and General Wine & Liquor Co. shall submit an executed ADA contract by February 21, 2014 to prevent delays for these product brands.
- C. Lotte Beverage America Corp. shall file the appropriate product changes in the Commission's E-Quote system by February 21, 2014 to prevent delays for these product brands.

MICHIGAN LIQUOR CONTROL COMMISSION

Andrew J. Deloney, Chairman

Administrative Order No. 2014-01
February 11, 2014

Dennis Olshove, Commissioner

Teri L. Quimby, Commissioner

Date: February 11, 2014
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